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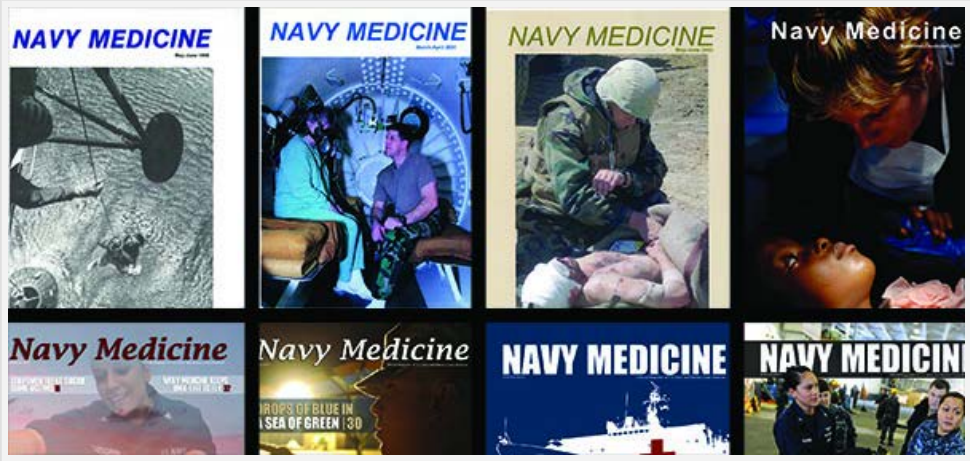


NAVY MEDICINE IN FOCUS

Navy Medicine Launches New Online Magazine

BY PROSS – NOVEMBER 6, 2013

POSTED IN: NEWS



From U.S. Navy Bureau of Medicine and Surgery Public Affairs

The U S. Navy Bureau of Medicine and Surgery (BUMED) launched an online version of its flagship publication, Navy Medicine Magazine Oct. 31.

This new website marks the latest evolution of the publication, which has served as the window into the Navy Medicine community for more than 70 years.

The online magazine site will highlight the work of the more than 63,000 Navy Medicine professionals who provide the highest quality care to Sailors, Marines and their families.

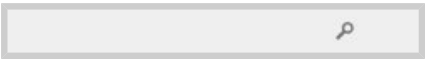
“What an awesome opportunity to give our audience an online publication that is unique to Navy Medicine and its mission,” said Capt. Dora Lockwood, BUMED public affairs officer. “This site will help us communicate to our stakeholders in new ways to ensure the widest possible reach.”

In its 70-year history Navy Medicine Magazine has evolved from a modest, black and white letter-pressed newsletter to the glossy, four-color quarterly. The final print edition hits shelves in the beginning of November.

In the new online version, readers will notice familiar feature, news and history stories and as well as fresh ideas such as the new ‘Scrubbing In’ video series, which takes viewers around Navy Medicine to highlight its people and mission.

The website will also allow readers to comment and share content via social media channels, like Facebook and Twitter.

“We are extremely excited about the changes to our magazine,” said Valisha Johnson, BUMED public affairs specialist and editor, Navy Medicine Magazine. “Going to an online magazine continues to tell great Navy Medicine stories while reaching new readers.”



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In this always-changing information age, Navy Medicine Magazine continues to be a staple in the collection of Navy publications and is currently the third oldest Navy periodical in continuous production.

U.S. Navy Medicine is a global health care network of 63,000 Navy medical personnel around the world who provide high quality health care to more than one million eligible beneficiaries. Navy Medicine personnel deploy with Sailors and Marines worldwide, providing critical mission support aboard ship, in the air, under the sea and on the battlefield.

To contribute to Navy Medicine Magazine online, contact the editor at valisha.johnson@med.navy.mil for details on contribution guidelines.

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